

## CLAIMS

What is claimed is:

1. A drive capable of printing a label on a unit of optical media, the drive  
5 comprising:  
a chassis drive unit;  
a transport mechanism coupled to the chassis drive unit, the transport mechanism  
capable of accepting the unit of optical media and positioning the unit within the  
drive in an operational position;  
10 a first head coupled to the chassis drive unit, the first head capable of optically  
communicating with the unit of optical media on a first side thereof; and  
a second label printing head coupled to the chassis drive unit, the second label  
printing head capable of applying a visual label associated with the unit of  
optical media on a second side thereof;  
15 wherein the first head and the second label printing head are capable of the optically  
communicating and the applying of the visual label while the unit of optical  
media is positioned within the drive in the operational position.
2. The drive of claim 1, wherein the first head includes an optical read-  
20 only head.
3. The drive of claim 1, wherein the first head includes an optical read-  
write head.
- 25 4. The drive of claim 1, wherein the second label printing head includes a  
fixed print head.
5. The drive of claim 1, wherein the second label printing head includes a  
movable print head.

6. The drive of claim 1, wherein the second label printing head includes a thermal print head.

5 7. The drive of claim 1, wherein the second label printing head includes an ink jet print head.

8. The drive of claim 1, wherein the second label printing head includes a laser print head.

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9. The drive of claim 1, wherein the unit of optical media is capable of being equipped with an electronic labeling device and wherein the second head is capable of communicating with the electronic labeling device when the unit is accepted within the transport mechanism in the operational position.

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10. The drive of claim 9, wherein the second label printing head is capable of communicating with the electronic labeling device through one or more electrical contacts.

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11. The drive of claim 9, wherein the second label printing head is capable of communicating with the electronic labeling device through a wireless interface.

12. A circular film capable of being bonded to a unit of optical media, the circular film comprising:

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a bonding region; and

an addressable element region coupled to the bonding region, the addressable element region containing one or more addressable elements, the addressable elements capable of being addressed by a head, the addressable elements capable of providing a visual display when addressed.

13. The circular film of claim 12, wherein the one or more addressable elements include liquid crystal elements.

5           14. The circular film of claim 12, wherein the one or more addressable elements include one or more contacts and wherein the head includes a contact head and wherein the addressable elements are capable of being addressed by electrical contact between the contact head and the one or more contacts.

10           15. The circular film of claim 12, wherein the one or more addressable elements include one or more wireless receivers associated therewith and wherein the head includes a wireless head and wherein the addressable elements are capable of being addressed through a wireless interface between the wireless head and the one or more wireless receivers.

15           16. An article of manufacture capable of being applied to a unit of optical media comprising:

a circular film including:

a bonding region; and

20           an addressable element region coupled to the bonding region, the addressable element region containing one or more addressable elements, the addressable elements capable of being addressed by a head, the addressable elements capable of providing a visual display when addressed.

25           17. The article of manufacture of claim 16, wherein the circular film further includes a contact region at an edge thereof, wherein the head includes a contact head, and wherein the one or more addressable elements are addressable through contact with one or more corresponding row contacts and one or more

corresponding column contacts in the contact region by the contact head.

18. The article of manufacture of claim 16, wherein the head includes a wireless head, and wherein the one or more addressable elements are addressable  
5 through a wireless interface with one or more receivers associated with the one or more addressable elements.

19. A mechanism capable of printing a label on a unit of optical media, the mechanism comprising:  
10 a first head capable of optically communicating with the unit of optical media on a first side thereof; and  
a second label printing head coupled to a least a portion of the first head, the second label printing head capable of applying a visual label associated with the unit of optical media on a second side thereof;  
15 wherein the first head and the second label printing head are capable of the optically communicating and the applying of the visual label while the unit of optical media is positioned within the drive in an operational position.

20. The mechanism of claim 19, wherein the first head includes an optical  
20 read-only head.

21. The mechanism of claim 19, wherein the first head includes an optical read-write head.

22. The mechanism of claim 19, wherein the second label printing head  
25 includes a fixed print head.

23. The mechanism of claim 19, wherein the second label printing head includes a movable print head.

24. The mechanism of claim 19, wherein the second label printing head includes a thermal print head.

5           25. The mechanism of claim 19, wherein the second label printing head includes an ink jet print head.

26. The mechanism of claim 19, wherein the second label printing head includes a laser print head.

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27. The mechanism of claim 19, wherein the unit of optical media is capable of being equipped with an electronic labeling device and wherein the second head is capable of communicating with the electronic labeling device when the unit is in the operational position.

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28. The mechanism of claim 27, wherein the second label printing head is capable of communicating with the electronic labeling device through one or more electrical contacts.

20           29. The mechanism of claim 27, wherein the second label printing head is capable of communicating with the electronic labeling device through a wireless interface.

25           30. A computer system capable of printing a label on a unit of optical media with a single insertion of the unit of optical media within the computer system, the computer system comprising:  
a processor; and  
an optical drive coupled to the processor, the optical drive further including:  
a first head capable of optically communicating with the unit of optical media on

a first side thereof; and  
a second label printing head coupled to at least a portion of the first head, the  
second label printing head capable of applying a visual label associated  
with the unit of optical media on a second side thereof;  
5 wherein the first head and the second label printing head are capable of optically  
communicating and the applying of the visual label while the unit of optical  
media is positioned within the optical drive in an operational position.

31. The computer system of claim 30, wherein the first head includes an  
10 optical read-only head.

32. The computer system of claim 30, wherein the first head includes an  
optical read-write head.

15 33. The computer system of claim 30, wherein the second label printing  
head includes a fixed print head.

34. The computer system of claim 30, wherein the second label printing  
head includes a movable print head.  
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35. The computer system of claim 30, wherein the second label printing  
head includes a thermal print head.

36. The computer system of claim 30, wherein the second label printing  
25 head includes an ink jet print head.

37. The computer system of claim 30, wherein the second label printing  
head includes a laser print head.

38. The computer system of claim 30, wherein the unit of optical media is capable of being equipped with an electronic labeling device and wherein the second head is capable of communicating with the electronic labeling device when the unit is in the operational position.

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39. The computer system of claim 38, wherein the second label printing head is capable of communicating with the electronic labeling device through one or more electrical contacts.

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40. The computer system of claim 38, wherein the second label printing head is capable of communicating with the electronic labeling device through a wireless interface.